

Wagga Wagga City Council

Major Events, Festivals and Films Sponsorship Program Guidelines 2018-19



Table of Contents

Introduction	2
The Major Events, Festivals and Films Sponsorship Program.....	2
Two Sponsorship Streams	2
Eligibility Criteria.....	3
Ineligible applications	4
Application Dates	5
Expected Outcomes from Major Events, Festivals and Films Sponsorship	6
Application assessment	7
Types of Support.....	8
Cash Support	8
In-Kind Support	8
Multi-year sponsorship	8
How to Apply.....	9
Conditions.....	10
Accessibility	10
Acknowledgement.....	10
Applications.....	10
Canvassing	10
Wagga Wagga City Council Provided Services	10
Evaluation and Reporting	10
Sponsorship Agreement.....	11
Other Sponsorship and Grant Programs	12
Annual Grants	12
Economic Development Grants Program	12
ClubGRANTS.....	12
Destination NSW Flagship Funding.....	12
Frequently Asked Questions	13

Introduction

Wagga Wagga City Council (Council) is committed to supporting events within the Wagga Wagga Local Government Area and recognises the value of events in driving visitation and generating economic benefits as well as showcasing our public spaces and enlivening the city.

The Major Events, Festivals and Films Sponsorship Program

The Major Events, Festivals and Films Sponsorship program offers financial and/or in-kind support to eligible events that activate the city and generate benefits for our community and businesses.

For the purposes of the program, sponsorship is defined as financial and/or in-kind support provided to an event organiser in return for tangible rights or benefits associated with the event. These benefits may include brand exposure, signage or speaking opportunities.

Sponsorship arrangements for annual or ongoing events and activities may be subject to multi-year agreements at Council's discretion. Multi-year sponsorship is considered with a view to encouraging self-sufficiency for such events and activities, whilst at the same time maintaining a level of support which will guarantee their short term viability.

Organisations cannot receive more than three consecutive years of sponsorship funding for their event from the Major Events, Festivals and Films Sponsorship Program.

Council seeks to ensure the available funding is distributed as equitably as possible within the guidelines as stated. Organisations who have received funding for three consecutive years (commencing 2017/18) will be required to demonstrate new initiatives and continuous improvement in the delivery of the event to be eligible to apply for further annual funding.

Two Sponsorship Streams

Funding requests for this program are from \$3,000 to \$40,000 per event.

The Major Events, Festivals and Films Sponsorship Program provides cash and in-kind support for a diverse range of events that generate more than \$350,000 in economic impact and provide substantial tourism outcomes to the city. The Sponsorship is segmented into the following two streams:

Stream	Classification Criteria	Funding Amount
Tier 1	Major Events, Festivals or Films that generate : <ul style="list-style-type: none">• Greater than \$750,000 in economic impact• Substantial tourism outcomes (over 6000 event attendees)	\$15,001 to \$40,000

	<ul style="list-style-type: none"> • Potential for significant state, national and/or international exposure likely to result in increased visitation for the City. 	
Tier 2	<p>Major Events, Festivals or Films that generate :</p> <ul style="list-style-type: none"> • Greater than \$350,000 in economic impact • Substantial tourism outcomes (over 1000 event attendees) • Potential for significant state, national and/or international exposure likely to result in increased visitation for the city. 	\$3,001 to \$15,000

Eligibility Criteria

Council in partnership with event organisers aim to support and enable a vibrant events calendar that contributes to the economic and social outcomes of our community.

The Major Events, Festivals and Films Sponsorship Program is a tiered support model that focuses funding resources towards events delivering major economic and tourism outcomes. The Program aims to support events that:

- Generate economic and tourism outcomes in the Wagga Wagga Local Government Area.
- Enhance the profile and appeal of the Wagga Wagga region.
- Contribute to Wagga Wagga's liveability and well-being.

Before reading further, please check your event meets the minimum program criteria. You must be able to meet all of the following criteria:

- Be a constituted body or legal entity, such as an incorporated association or auspiced by one (individuals are not eligible).
- Provide proof (certificate of currency) of public liability insurance cover (minimum \$20m or as otherwise agreed) relevant to the activities undertaken and for the duration of the event.
- Be based within the Wagga Wagga Local Government area or be applying for funding to conduct an event that benefits the Wagga Wagga Local Government area.
- Demonstrate governance and management structures and a track record of successfully running events or demonstrate that the organisation has the capability to run a successful event.
- Demonstrate the event's potential for long-term sustainability following Council's support.
- Provide documentation and evidence to meet the funding category criteria.
- Be a public event, inclusive and accessible to everyone.

If you are uncertain about any of the questions above, please contact us for guidance.

Ineligible applications

You cannot apply for Major Events, Festivals and Films Sponsorship if:

- Your event is already receiving support through another Wagga Wagga City Council funding program.
- Your event has received another Tier level of support at the same time.
- Your event has received three (3) consecutive years of sponsorship funding from the Major Events, Festivals and Films Sponsorship (in either streams or across a combination of the Tier 1 and 2 streams).
- Your event has received funding once in this financial year.
- Your event is not within the eligible date range.
- Your event is a private event that is not broadly accessible to the wider community.
- You are requesting sponsorship in excess of 40% of your total event's costs
- Your organisation has outstanding debts to Council, or has not previously acquitted a grant or sponsorship to the satisfaction of Council.
- You are an Individual.
- You are a political organisation, or your event has a political purpose.
- You are a religious group or religious event unless your event is non-denominational and demonstrates a broader benefit to the community.
- Your event excludes or may offend parts of the community.
- Your organisation has not previously complied with permits or other conditions of Council, or has failed to apply for required permits.
- Your event is a fundraising and/or charity event where the majority of funds raised go outside the region,
- Your event is in conflict with or accepts sponsorship from organisations not aligned to Council's vision, mission and values.
- Your organisation wishes to fund capital works projects, facility maintenance or the purchase of capital equipment.
- Your event takes place on a regular basis such as monthly or weekly or quarterly.
- Your organisation intends to use the funding for feasibility studies or capital expenditure.
- Events that fail to demonstrate eligibility criteria outlined above.

You are encouraged to read the guidelines and discuss your event with the Visitor Economy and Events Team before starting an application.

For more information or to discuss your application please contact us on 1300 292 442 or email events@wagga.nsw.gov.au.

No late or incomplete applications will be accepted.

Application Dates

The Major Events, Festivals and Films Sponsorship Program has two sponsorship rounds a year. The Program has a long lead time to ensure applicants have notification of the funding outcome as well as receive the funds well in advance to allow for planning and promotional lead times.

The following timelines apply for both event streams:

Round	Eligible Event Dates	Open	Close
One	1 January 2019 – 30 June 2019	9 July 2018	17 August 2018
Two	1 July 2019 – 31 December 2019	14 Dec 2018	4 March 2019

Expected Outcomes from Major Events, Festivals and Films Sponsorship

The Major Events, Festivals and Films Sponsorship Program has been developed to align with the Community Strategic Plan, 'Wagga View 2040 – Our Future in Focus'. This document was prepared with extensive consultation with the community and identifies the long term vision and strategic direction for the city.

Council has a *vision* that by 2040 Wagga Wagga will be a thriving, innovative, connected and inclusive city.

To achieve the vision the community came up with five strategic directions. The objective of the Major Events, Festivals and Films sponsorship is to partner with event organisers to work towards achieving objectives and outcomes under these five strategic directions:

1. Community Leadership and Collaboration

Wagga Wagga will have strong leadership, active community members and an informed community involved in decision making.

2. Safety and Health

Wagga Wagga will be a safe and healthy community with services to support us to be the healthiest we can be.

3. Growing Economy

Wagga Wagga is a city of growing opportunities, we provide services and technology to support businesses and create opportunities to develop Wagga Wagga as a tourist destination.

4. Our Identity and Sense of Place

Wagga Wagga will continue to develop spaces and places that encourage community members to connect with others whether it be through sport, arts or culture.

5. Our Environment

Wagga Wagga will be committed to maintaining and enhancing our environment whilst planning for a growing community, creating a sustainable environment for future generations.

Applicants are encouraged to read 'Wagga View' and identify the key guiding strategy area/s that the event, festival or film relates to.

Application assessment

Information contained within your sponsorship application will be assessed using a set of weighted assessment criteria that align to Council's strategic priorities. The assessment criteria focus on the strength of the application in demonstrating how your event will generate benefits for a variety of community sectors and how well those benefits align with Council's vision and strategic directions, see above.

Applicants for both Tier 1 and Tier 2 applications will be assessed on the following basis:

- The quality and completeness of the information provided.
- The application's ability to meet the assessment criteria.
- The merit of the event concept and whether it adds value to the annual calendar of events based on uniqueness, timing, location and audience.
- For returning events, the level of new programming and/or increased benefits to community sectors.
- The level of excellence in administration and the capacity of the organisation to deliver the event.
- The sponsorship benefits offered to Council in the form of speaking opportunities, brand exposure, signage, tickets and hospitality, and community engagement opportunities.
- The amount of sponsorship requested, and the total request for sponsorship by all events within the application round.

Detailed assessment criteria will be made available to applicants at time of application as stipulated in the Major Events, Festivals and Films Sponsorship Program Guidelines.

Tier 1 applications will be assessed by the Major Events Advisory Panel.

The advisory panel may seek further information or clarification on aspects of the application. As per POL 087 Major Events, Festivals and Films Sponsorship Policy - recommendations for Tier 1 applications are then put forward to Council for their determination by resolution'

Tier 2 applications will be assessed by Council's Visitor Economy and Events Team.

Officers may seek additional information and evidence, conduct interviews with applicants or detailed research and review to gain additional information and further understand the likely impact of the event for the city.

As per POL 087 Major Events, Festivals and Films Sponsorship Policy - recommendations for Tier 2 applications will be determined by Council's Visitor Economy and Events team against the criteria outlined in the policy"

Applicants will be notified of the outcome of their application for funding within 14 days of the Council meeting.

Types of Support

Applicants can request cash and/or in-kind support. The total value of the sponsorship is determined by the combined total of cash and in-kind support requested.

Cash Support

Cash support can be requested by any eligible applicant. If your application is successful, the cash support must be allocated towards enhancing your event. Cash support cannot be used to cover core operational event costs such as salaries or wages. Where and how the cash support is allocated will be specified in your sponsorship agreement.

In-Kind Support

In-kind support specifically *excludes* any costs associated with the following items:

- Park reinstatement fees incurred as a result of your event
- Planning, food/health or temporary trading permits

Please note, if you intend to use any open public space that is managed by Council, you must make a provisional booking for the space *before* you submit your application regardless of whether site hire fees apply. Evidence of this provisional booking must be uploaded to your sponsorship application even if you are not applying for in-kind support.

Multi-year sponsorship

Multi-year sponsorship is available for up to three years to support events to become established and successful.

Conditions of multi-year sponsorship:

- Multi-year sponsorship applications must outline projected growth and the strategies in place to support achievement of this growth.
- Multi-year sponsorship applications must include sustainability outcomes that show how the initiative may become independent/self-sustaining.
- Applicants will be required to achieve a high score in the assessment criteria. If an initiative is unsuccessful in being awarded multi-year sponsorship, the event will still be considered for sponsorship in the annual funding period in which the application has been received.
- Initiatives that are successful in securing multi-year sponsorship will be required to submit an evaluation report within eight weeks of the initiative, demonstrating compliance with funding conditions. Late and/or incomplete evaluation reports may impact funding provisions in the subsequent years of the multi-year sponsorship agreement.
- Release of payments is dependent on meeting Sponsorship Agreement milestones to ensure the continued viability of an initiative.
- Steps must be taken from the first year of the initiative to enable it to demonstrate how the initiative will achieve financial independence from Wagga Wagga City Council funding by the end of the final agreed year

- If an event is unsuccessful in being awarded multi-year sponsorship the application will still be considered for sponsorship in the funding period in which the application has been received.

How to Apply

Council of Wagga Wagga only accepts applications submitted online via SmartyGrants, from applicants that follow the steps below:

Step 1: Read The Program Guidelines

Copies of the guidelines can be found on the Wagga Wagga City Council website

Step 2: Register online at SmartyGrants and preview a copy of our application form

Step 3: Contact our Event Team

Determine whether you are eligible to apply and meet the qualification criteria.

First time applicants in particular are encouraged to contact the Visitor Economy and Events team to discuss whether they are suitable for the Program.

Step 4: Book your space

Step 5: Complete and submit your application online at SmartyGrants

You will need to complete all mandatory questions, and upload supporting attachments. Ensure you allow adequate time to complete and submit your application as no time extensions will be granted.

On submission of your application you will receive an electronic reply acknowledging receipt by Council of your application. If you do not receive this within 24 hours, contact a member of the Visitor Economy and Events Team immediately.

Late or incomplete applications will not be accepted and will be withdrawn from the assessment process.

The eligibility of the application will be checked by the Event Officer and organisations will be notified if:

- their sponsorship application is ineligible for assessment
- any information needs to be clarified
- additional information is required prior to assessment

Conditions

Accessibility

Event organisers must consider accessibility as an important part of their planning and put measures in place to ensure that the event site is accessible to everyone in alignment with Council's Disability Access and Inclusion Plan.

Specifically the Organisation must do all things reasonable to ensure that there are sufficient facilities at the Venue for persons with disabilities to attend and maximise their enjoyment of the event.

Acknowledgement

Successful applicants are required to acknowledge Council's support through the provision of a grant or sponsorship. The sponsorship agreement will include the requirement that Council is appropriately recognised through the inclusion of an approved logo on appropriate materials including but not limited to event collateral, media releases and signage.

Applications

You must discuss your event with city's Events Team before starting an application. A copy of your current Public Liability Insurance Certificate (minimum \$20 million) must be submitted as part of your application.

Any in-kind contribution in support of your event must be detailed in your application form.

Canvassing

Canvassing or lobbying of the Mayor, Deputy Mayor, Councillors, employees of Council or assessment panel members in relation to a sponsorship application is strictly prohibited. No consideration will be given to an application submitted by an applicant where such lobbying has been proven to have taken place.

Wagga Wagga City Council Provided Services

Council can provide some services to event organisers including assistance with traffic management plans, bin hire, venue hire and cleaning of event venues. Event organisers will be charged a fee for these services in accordance with Council's Fees and Charges Policy.

Event organisers can apply to have the costs of Council's provided services included as part of a funding or sponsorship application. Requests for funding or sponsorship for city provided services must be requested as part of your grant application.

The services provided by Council may be available from external organisations. Event organisers are encouraged to obtain quotes from providers.

Evaluation and Reporting

Successful applicants will be required to undertake a post-event evaluation report at the conclusion of the sponsored activity, using a Wagga Wagga City Council template.

If a sponsored event fails to submit an adequate post-event report to the satisfaction of Council, and/or fails to deliver each of the Key Performance Indicators (KPIs) outlined within the sponsorship agreement, then it is at the discretion of Council as to whether the full sponsorship amount will be paid.

Council will provide a link to the post-event evaluation form to successful applicants. Post-event evaluation reports will be due on the date identified in the sponsorship agreement.

Please contact the Visitor Economy and Events Team if you have any questions regarding the Economic Impact of your event, and for assistance with calculating this value.

Sponsorship Agreement

To receive grant funds, successful applicants must enter into a sponsorship agreement with Council and adhere to all conditions outlined in the agreement.

The sponsorship agreement will specify what the funding can be used for and what it cannot be used for and will detail the expected outcomes, partnerships and other benefits to the community as a result of the event.

Finalising the sponsorship agreement will be subject to Council securing suitable benefits, equal to the value of the sponsorship investment. Depending on the level of sponsorship offered, such benefits may include some or all of the following: speaking opportunities for Councillors, brand exposure in marketing collateral, signage rights, tickets and hospitality, and community engagement opportunities.

Successful applicants will also be required to accept Council's standard payment schedule, which is currently 50% of any cash support paid on receipt of a signed agreement between both parties, with the balance payable on submission of a post-event report and full achievement of any specified Key Performance Indicators to the satisfaction of Council. Depending on the nature of your event, additional conditions may be placed on your sponsorship with accompanying adjustments to the standard payment schedule.

Other Sponsorship and Grant Programs

To support our vision for the future, the WWCC offers a wide range of grants and sponsorship opportunities to individuals, community organisations and businesses in the arts, recreation, events and business sectors.

Activity that is not eligible for support via the Major Events, Festivals and Film Sponsorship Program may wish to review the city's alternative programs of support, listed below. More information can be found on our website.

Annual Grants

These grants are for community organisations, groups and in some categories, individuals in the Wagga Wagga Local Government Area to apply for grant funding across Arts & Culture, Community Health & Wellbeing, Connected Rural & Urban Communities, Local Heritage, Small Events and Natural Environment categories.

<http://www.wagga.nsw.gov.au/city-of-wagga-wagga/community/grants/annual-grants-program>

Economic Development Grants Program

The Economic Development Grants Program is designed to encourage re-investment in the city's shop fronts and streetscapes for the purpose of increasing pedestrian activity and enhancing the vibrancy of our retail precincts.

<http://www.wagga.nsw.gov.au/city-of-wagga-wagga/community/grants/economic-development-grant>

ClubGRANTS

The ClubGRANTS scheme allows registered clubs with annual gaming machine revenue exceeding \$1 million to apply a percentage of that revenue to specific development and support projects.

<http://www.wagga.nsw.gov.au/city-of-wagga-wagga/community/grants/club-grants>

Destination NSW Flagship Funding

The 2018 Flagship Event Fund is managed by the State's tourism and major events agency, Destination NSW.

To lodge an expression of interest visit <http://www.destinationnsw.com.au/rfep>

Frequently Asked Questions

Before you begin your application, please ensure that you have read these guidelines in their entirety. You will be asked in your online application if you agree to the terms and conditions included in the Guidelines before you can begin. You will be able to preview the application form approximately one month before applications open.

My event is eligible, what should I direct my sponsorship towards?

This program is designed to enhance events, so the sponsorship should be put towards things like additional entertainment and programming, rather than core operational costs of the event.

I have completed the application form but I am having trouble submitting it. What could be wrong?

Please ensure you have completed all mandatory questions before pressing submit. Please also ensure you have agreed to all relevant terms and conditions and uploaded all requested files.

If you are still having trouble with the functionality of SmartyGrants, help is available via [Help guide for applicants](#) or the SmartyGrants support desk. Phone or email service@smartygrants.com.au.

I have submitted my application, when will I hear the outcome if I am successful or not?

Applicants are notified by early October 2018 for round one, and April for round two. You will receive confirmation via email of the outcome. Please ensure the email address given in your application is up to date.

Can I assume that my event will be sponsored if it has been sponsored in previous years?

The Council is committed to keeping the application process fair and equitable. Sponsorship renewal for events is not guaranteed; your application will be assessed against all applications received in the applicable round of funding, and by your application's strength in demonstrating a strong alignment with the Council's strategic goals.

What are my obligations if I am successful in securing sponsorship?

Meet with your Sponsorship Coordinator to develop and sign a sponsorship agreement or a letter of agreement with the Council.

- The Organisation must maintain at its own cost and own terms acceptable to the Wagga Wagga City Council public liability insurance of not less than \$20 million and provide to the Events Officer a Certificate of Currency.
- Issue the Council with a tax invoice for the sponsorship amount.
- Comply with all Council's public event requirements, including all permits, in discussion with the Visitor Economy and Events team.
- Sponsorship amounts will not be paid until all requested information has been supplied.

- Complete a satisfactory poste-event report at the end of the event using Council's template.
- Sponsorship monies may not be used for any purpose other than for which it is agreed, without the written permission of Council.
- Council will not be responsible for shortfalls in project budgets if the organisation is unable to meet project costs.

How long does it take to receive my sponsorship money once my request has been approved?

The payment policy for Council is 30 days from receipt of invoice. Payments are typically made in two payments: upon signing the sponsorship agreement, and on completion of your event.

Who should I contact if I have any questions about my event or my application after it has been submitted?

You can email events@wagga.nsw.gov.au.